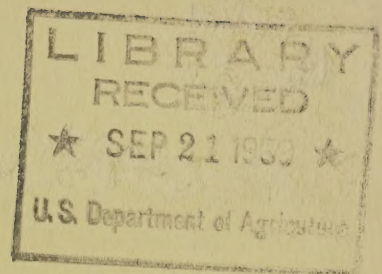


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RURAL WOMAN'S DAY
NEW YORK WORLD'S FAIR

MAY 23, 1939

THE HALL OF MUSIC
World's Fair Grounds

United States Department of Agriculture
EXTENSION SERVICE
Washington, D. C.

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Official Program

RURAL WOMAN'S DAY
NEW YORK WORLD'S FAIR

MAY 23, 1939

3 to 5 p. m., Eastern Daylight Saving Time

THE HALL OF MUSIC
World's Fair Grounds

- - - -

PRESIDING Grace E. Frysinger,
Extension Service, U.S. Department
of Agriculture, and
Vice President, Associated Country
Women of the World for North
America (Canada and United States).

Presentation of Mr. Grover Whalen, President of the New York World's Fair Corporation.

GREETINGS TO RURAL HOMEMAKERS Mr. Grover Whalen.

Presentation of Mrs. George C. Ernst, South Dakota, a rural homemaker representing all rural women of the United States.

RESPONSE TO GREETING OF MR. WHALEN Mrs. George C. Ernst.

Presentation of Mrs. Franklin D. Roosevelt, speaker of the day.

ADDRESS. Mrs. Franklin D. Roosevelt.

Presentation of the Sioux County, Iowa, Chorus of Rural Women.

MUSIC Sioux County, Iowa, Chorus,
Director, Mrs. William Hospers.

Presentation of Mrs. Vincent Astor, Chairman of the Committee on Women's Participation in the New York World's Fair.

GREETINGS. Mrs. Vincent Astor.

Presentation of presidents or representatives of national organizations of the United States that have a rural home program.

Presentation of four homemakers to discuss educational activities characteristic of rural women throughout the United States.

Food in Relation to Health Mrs. E. T. Lathrop, Oregon.
Home Industries for Beauty
and Income Mrs. J. L. Morris, Texas.
Comfort in the Home Mrs. Virgil Shilling, Ohio.
Clothing the Rural Family Mrs. Roscoe Johnson, Massachusetts.

Presentation of the Montgomery County, Va., Chorus of Rural Women.

MUSIC Montgomery County, Va., Chorus,
Director, Miss Kathleen Luster.

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Committee in charge of the program (from the Extension Service, United States Department of Agriculture):

Grace E. Frysinger, senior home economist, Chairman.
Florence L. Hall, senior home economist.
Madge J. Reese, senior home economist.
Mrs. Ola Powell Malcolm, senior home economist.
Ella Gardner, recreation specialist.

Cooperating organizations:

Associated Women of the American Farm Bureau Federation.
Country Gentlewoman League.
Council of Women for Home Missions.
General Federation of Women's Clubs.
National Board of Young Women's Christian Associations of the United States.
National Congress of Parents and Teachers.
National Council of Catholic Women.
National Grange.
National Home Demonstration Council.
National Master Farm Homemakers Guild.
Woman's National Farm and Garden Association.

RURAL WOMAN'S DAY, NEW YORK WORLD'S FAIR

May 23, 1939

NOTE: The first 30 minutes of the program was broadcast over the NBC network, nationally. The first 45 minutes was broadcast over the Mutual network, nationally. The remainder of the program was presented to those who attended the meeting at the Hall of Music, New York World's Fair Grounds.

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Radio announcer:

How do you do, ladies and gentlemen: We are speaking to you now from the Hall of Music of the New York World's Fair, bringing you a program arranged especially in observance of Rural Woman's Day at the Fair. Hundreds of rural homemakers from all parts of the United States are attending the fair today which has been set aside for them. Included in this group are some 250 women who are to leave tomorrow afternoon for London to attend the conference of the Associated Country Women of the World. They are assembled in the Hall of Music now to hear and to participate in the afternoon program which has been arranged by the women themselves. Just a few moments and we will hear the entire group, 2,500 strong, singing America the Beautiful.

Among those present are Mrs. Roosevelt, Mrs. Vincent Astor, -- Mr. Grover Whalen is expected in just a few moments, and a very large group, out in the audience, of course. The presiding officer of this meeting is Miss Grace E. Frysinger, of the Extension Service of the U. S. Department of Agriculture.

Miss Frysinger:

We will open our program for Rural Woman's Day at the New York World's Fair by singing America the Beautiful, which will be led by Miss Ella Gardner, recreation specialist, Extension Service, U. S. Department of Agriculture.

Miss Gardner: Let's rise and sing.

Music America the Beautiful.

Miss Frysinger:

Mrs. Roosevelt, Mrs. Astor, Rural Women of the United States, and friends of rural America:

It is with great pride that I now present a rural homemaker, Mrs. George Ernst of Aberdeen, Brown County, S. Dak.

Mrs. George Ernst is a Master Farm Homemaker. She has been active in home demonstration work since it first started in her State. Her club, "Sunshine," was the first club organized in Brown County, and she served as its first president. She was elected the first president of the County Council and has served both her local club and the county in various capacities since. She is at present the county reading leader in Brown County.

Mrs. Ernst was the second president of the South Dakota Federation of Home Extension Clubs. She has served the State Federation in various capacities, including vice president and historian. She is a member of the State Board of Vocational Education, has been superintendent of a department in the Women's Building at the State fair, and has judged numerous local and county fairs.

She has earned her money to attend the Conference in London for farm women from the sale of products at the Farm Women's Market at Aberdeen. The County Association and the State Federation have also made contributions toward this.

Mrs. Ernst's definition of home is, "The home is an institution where members of a family live and work together to the greatest satisfaction of all. It is a spiritual creation brought about through love; a place where all members of the family may develop spiritually, mentally, physically, and socially as individuals." She said, "Success in home-making is measured on a sound economic basis, efficiency in the economics of housekeeping, in the health of the members of the family, in the development of members of the family as individuals cooperating mutually, in understanding, and in restfulness of surroundings.

With pride, I present Mrs. George Ernst of South Dakota.

Mrs. Ernst:

Miss Frysinger, Mrs. Roosevelt, and Mrs. Astor:

We, the rural women of the United States who are visiting the New York World's Fair today, appreciate greatly the kindness and friendliness of the Fair officials. We also wish to express our appreciation to each one who has contributed in any way to our happiness and entertainment since arriving in your big city.

Sometimes, as we have been listening over the radio concerning the gorgeousness of the New York World's Fair, we have thought perhaps they were exaggerating a bit, but not so. It is even more wonderful than we had dreamed. Words fail me in attempting to describe the magnificence of the Fair, and we actually feel as though we have had a glimpse into the future of world progress.

On behalf of the rural women of the United States, who are sailing on the steamship Queen Mary to attend the Conference of the Associated Country Women of the World, which is convening in London May 30th, I wish to thank the officials of the Fair and say that you are making the first lap of our trip most enjoyable.

We are also very grateful that Miss Grace Frysinger from Washington, D. C., is to be in charge of our delegation because we all love Miss Frysinger, and think she is one of the finest women we have ever met.

Then we shall always remember the rural women in the various States who have contributed toward our trip, and we, as delegates, are hoping to bring back inspiration as well as information to all our club members.

For the past 25 years, the Extension Service has contributed much toward the development of the rural women along many lines. At present, these women are appearing before audiences and speaking with ease. In fact, they are taking an active part in the civic life of their communities.

These women are serving more adequate and better balanced meals to their families. Their homes are more attractive as well as more convenient. They are much better and more appropriately dressed while still keeping within their incomes. In many instances they are budgeting not only money but their time as well in order to have more leisure time for study and recreation. In fact, I would say the Extension Service has helped to bring about better rural living with greater satisfaction among the members of the rural family, with an urge to make the best of what they have. In fact we, the rural women of the United States, wish to express our gratitude for the Extension Service and all that it has done for ourselves and our families.

I am a delegate from one of the more remote States of the Union which is decidedly an agricultural State, South Dakota. Brown County, where I live, was the first County in the State to have an Extension program, and we are both proud and grateful for this fact.

And now, Mr. Whalen and Mrs. Astor, may I say that we appreciate so much being here today, and I personally thank you for the privilege of speaking at this time, and I hope that some day you will visit our beautiful Black Hills in South Dakota. If you do, you will pass right by our farm and won't you stop and have a chicken dinner with me and my family?

We are now looking forward to sailing on the Queen Mary and feel sure we shall have a wonderful time in London. Thank you.

Miss Frysinger:

The Montgomery County, Virginia, Rural Women's Chorus will now sing Lullaby, by Brahms.

Lullaby, by Brahms Montgomery County, Virginia, Rural Women's Chorus.

Miss Frysinger:

Our guest speaker is one whose vital interest in rural affairs is well known everywhere. It dates back many years - all her life.

Rural women love and admire her for what she is and for her leadership and contribution in developing only the best that the people of the United States have to offer to those who live within our borders, and in our relationships with people of other lands. Mrs. Roosevelt.

Mrs. Roosevelt:

Miss Frysinger, Mrs. Astor, Ladies and gentlemen:

I think I am particularly fortunate to be here with all of you this afternoon, because there are two things that I am very anxious to say in the few minutes that I know you have to give to speeches in your crowded and interesting program today.

I am so interested in our women who are going abroad to the meeting of the Associated Country Women of the World. I am interested because of the meeting that we held in Washington, which I shall never forget. The results of that meeting seem to me important to our Nation as a whole. I think that it made a great many women in this country understand things about their sisters in other countries - the customs, habits, and history of other nations which it is very valuable for our Nation to understand. At the same time, I think that meeting in Washington gave to the women who came to us from other Nations a greater insight concerning the women of this country than they had ever had before.

I have a feeling that it is in the rural parts of every country that you get the real heart of the people, so I have a great interest in this trip when we are sending more delegates I think, than ever before, to a meeting in Europe of the rural women of the world.

At this particular time it is significant that our women should be going to meet with women from all the other countries that will be represented there. It is significant that all those women want to meet together in a friendly way; that they want to understand each other and to know each other's problems. I know that every one of the women who go from this country will have a tremendous sense of responsibility, for on them will depend the better understanding, the greater friendliness that may come out of a meeting of this kind. It's not just the feeling that the people have who meet together. It's all that will come out of a meeting of this kind. Because every delegate who comes to London goes back to her country and is expected to give to a great many people the results of her meeting with the other women in London.

So it's not just the impression that you make on the women you may meet in London. It is what they will take back afterward that counts. And

that, I think, is very important. That is why these women carry great responsibility as representatives of real homes and the general thought of people in this country. They are given an opportunity to impress on citizens of other countries the feeling we have of friendliness, of a desire to have a better understanding with other nations, and to help in any way we can to preserve the peace of the world.

The second thing which I look forward to, far beyond the mere meeting in London, is what it will mean to the many of our States that are sending delegates to have those delegates come back and give from their experiences the impressions and the knowledge that they have gained. They are going to have an opportunity to see homes in other countries, some of them just in England, some of them, perhaps, in other countries, and that is going to be a most interesting thing to bring back to our country because, you know, many of us who travel a great deal see very little of the real life of other nations. We go to hotels, we go to resorts, we see many of our own friends, but we don't see the homes of the people - the real homes where the work of the Nation is done. And that is what our delegates to the conference of the Associated Country Women of the World are going to see. They are going to see the people who do the work in these countries, and they are going to bring that knowledge and those impressions back, and all our country will be the richer because of the things they can describe. It is a responsibility, but also a great opportunity, and I know, having seen one meeting, that I would give a great deal to be going with you. I know that the women who will attend that conference are going to use their opportunity to the utmost. I know that all the other rural people who have helped them to go, whether it is their husbands or their children or organizations to which they belong - all these - are going to feel well repaid because of the greater interest and the greater service these women are going to be able to render in their communities in the future because they could take advantage of this opportunity.

And so, this afternoon, I want to wish them Godspeed, a happy trip, and a successful return. And also, I want to thank every other person who has helped them to go. Not just because they helped some individual, but because I consider they have contributed to a better and more useful citizenship in their Nation in the future.

Thank you. Goodbye.

Miss Frysinger:

Thank you so much, Mrs. Roosevelt. We will try to be the ambassadors of good will that you would wish us to be.

The Iowa Chorus of Rural Women, from Sioux County, Iowa, will now sing Dear Land of Home, by Sibelius, and The Lord is My Shepherd, by Schubert.

Dear Land of Home, by Sibelius -

The Lord is My Shepherd, by Schubert . . . Sioux County, Iowa, Rural
Women's Chorus.

Miss Frysinger:

To you, Mrs. Astor, we offer our heartfelt thanks. Your interest in rural life, your faith in rural women, made possible this day. We trust that we are proving worthy of your confidence. Mrs. Astor.

Mrs. Astor:

Miss Frysinger and Ladies:

It is with a very particular feeling of pleasure that I greet this gathering of rural women, for I also grew up in the country. I spend as much time as possible at our place in Dutchess County and come to you directly from there.

As Miss Frysinger has told you, I am chairman of the National Advisory Committee on Women's Participation in the New York World's Fair. You are probably thinking, "To what extent are women participating in the Fair?" I will tell you.

Women have contributed to its construction and design. Women muralists, sculptors, architects, and designers have had a hand in its creation. Women have taken the lead in making possible the Fair's important music program, the horticultural display, the Children's World, and the nonsectarian Temple of Religion. The Fair's Director of Welfare and Housing is a woman. The secretary of the New York World's Fair Corporation is a woman. Women are equally active and numerous with men on the many special advisory committees of the Fair, representing all fields.

Confidence in women's judgment and viewpoint is expressed in the Fair's emphasis on the importance of international and community good will, on peace, welfare, public health, education, community planning, and many other far-seeing long-range programs which women have long advocated and in which they are particularly interested.

The National Advisory Committee on Women's Participation numbers 5,000 women throughout the country, including large numbers of rural women. There are separate State and territorial committees. Each State committee represents the racial, religious, and political components of the section, and serves as a clearing house for women's participation in the World's Fair activities in that State. We can be proud of women's contribution to the Fair.

This is Rural Woman's Day at the Fair. It is dedicated to the women of rural America from Maine to California, from Minnesota to Louisiana. We trust that the significance of this day will sink deeply into the consciousness of all who learn of it. It is meant by us who are connected officially with the Fair as a gesture in recognition of the vital contribution which rural women of the United States are making to the evolving culture of our Nation. It is high time, and I believe that the time is at hand when urban

people recognize that rural America has much to contribute to the urban life besides food and the raw products for purposes of manufacture. It has as much to give to city dwellers of the open country.

This recognition of our interdependence is the new spirit that is pervading our land, and which I believe to be a most vital and inspiring fact. The city needs the country and the country needs the city, not only for exchange of the tangible wares of the market place but for the far more important exchange of ideas -- at heart we have the same ideals. In the past we have had differing experiences, but recent developments in fields of transportation, communication, and education have brought us together as one great family.

As one who happens to live both in town and in the country, I am keenly aware of this interdependence, and I rejoice that the day has arrived when there is a spirit of cooperation, rather than competition and antagonism between dwellers of the city and dwellers of the open country.

Women of rural America, as chairman of Women's Participation in the New York World's Fair, I welcome you and bring you the greeting of the 5,000, rural and urban, who form the committee of which I have the honor to serve as chairman.

We welcome you warmly, and may you enjoy yourselves while here. We hope that you will see many things of interest and value to your homes and your organization's activities.

To those who are sailing tomorrow for the international conference of rural women, we bid you Godspeed. To all we wish a safe journey, wherever you go, and we thank you for coming to us today.

Miss Frysinger:

Mr. Whalen, the rural women of the United States are deeply honored that you have named this Rural Woman's Day at the New York World's Fair.

May I present to you the finest exhibit anywhere, any time - the rural women of the United States and Canada.

Ladies and gentlemen, the President of the New York World's Fair Corporation, Mr. Grover Whalen.

(The text of Mr. Whalen's address is not available.)

Introduction of Canadian guest

Greetings from Canadian woman.

Music by Montgomery County, Virginia, Rural Women's Chorus.

Presentation of presidents or representatives of national organizations of the United States that have a rural home program.

Presentation of four rural homemakers, for discussion of educational activities characteristic of rural women throughout the United States.

FOOD IN RELATION TO HEALTH

By Mrs. E. T. Lathrop, Rural Homemaker,
Central Point, Oreg., and President,
Oregon Home Economics Extension Council

Mrs. Roosevelt, Mrs. Astor, Mr. Whalen, Miss Frysinger, Friends:

Greetings from the rural women of Oregon!

Recent discoveries concerning the effects of food on the health of our families constitute one of the major scientific developments of our time. This program of foods for health has brought to rural homemakers as never before the most vital responsibilities in the development of the human race. In the simple matter of the daily choice and use of foods, the mother of a family has a most important and practical opportunity of building toward the health, efficiency, and happiness of those who are under her care. Knowledge of how to make these choices has been made available to farm families through the Federal, State, and County Extension program.

Farm families have participated eagerly in the Extension nutrition program. Progressive farm women have asked, "How could daily farm meals be planned to contain the food constituents which are necessary to health? What could mothers do to build strong bones, good teeth, and fine husky bodies for their children?" They have asked, which of the many recommendations concerning nutrition are based on facts, fads, frauds, and fallacies, and which are based on facts. Answers to such questions have been brought to farm homes through the educational service of the State College of Agriculture and the United States Department of Agriculture. The study of the nutritional needs of the family has been the first and most fundamental division of the foods and nutrition program.

The second division of the foods and nutrition program is directed toward the many problems of food supply. Since the protective foods hold such possibilities for human welfare, how can an adequate supply of them be assured to every man, woman, and child?

(Slide 2) This shows a home garden with its rows of vegetables, the green beans and cabbage promising especially good food value to the farm family.

Here again the Extension Service is of inestimable value to the farm home. Projects in home-made living include the budgeting of family food supplies, the planning and management of home vegetable gardens, and home

food preservation. Fortunately it has often been possible to improve health without increasing expenditures for food, by better planning or better buying of the food supply.

- (Slide 3) The whole family cooperates in preparing for the winter. Note the shelling of peas through the wash wringer; canning in tin; the hot-pack method; and the pressure cooker.

Food preparation is the third division of the foods and nutrition program. The eating of delicious foods is one of the most popular forms of social life. Every farm woman wants to be a good cook in order to please her family and her guests. Correct food preparation is also very important to nutrition. In the preparation of vegetables, for instance,

- (Slide 4) we have learned the principles of preserving their food value and digestibility, as well as their palatability and attractiveness.

- (Slide 5) This picture was taken at a county seat where two women from each community in the county were trained to give demonstrations in food preparation. These women were called project leaders. Each pair of women will demonstrate at the next meeting of their local group. This method of reaching the people has been developed with the idea of giving each community a permanent educational program. The training of carefully selected local homemakers gives each community capable leadership, to whom the people can turn at any time for assistance.

The Extension organization of community groups of country women is similar to that in general use. In Oregon we call the groups "home economics extension units." These units hold monthly or bimonthly meetings, at which time demonstrations are given by the home demonstration agent or the project leaders. In addition to demonstrations, the foods and nutrition program is developed by home visits, tours, office calls, correspondence, publications, radio, and by cooperation with other agencies. In some States various agencies concerned with public health are developing consciousness of nutrition problems and are outlining procedures in the rural districts. Very often these organizations proceed on the case system of approach.

- (Slide 6) The fourth division of the foods and nutrition program is food service. This last picture shows a family of four sitting at a simply but attractively arranged table.

I have given you only a brief outline of the Extension program in foods and nutrition. Much more could be said of its scope and significance.

Our next step is to extend this program of education. We must strive to provide adequate and wholesome food for everyone. Especially we must build a sound nutrition program for our children. Many people in this country are still inadequately fed, due partly to lack of nutrition information and partly to economic and social conditions. Many complicated problems of food distribution, unemployment, and family relationships are still to be solved. These difficulties call for the best combined efforts of all groups who are directly or indirectly concerned.

Although perfection has not been reached, the outlook is most encouraging. The rapidly developing knowledge of nutrition has given us unlimited visions for the future of improved health and strength for our Nation. We are finding in the practice of healthful food habits the way to more buoyant health throughout life, to a longer period of usefulness in middle age and old age, to longer life, and to higher levels of vitality and accomplishment. These things are easily within the control of most individuals and most families, especially among the farm population.

The nutrition program we believe may even bear fruit in preserving peace. The belligerence of a child is often caused by hunger or by incorrect feeding. A nation whose citizens are plentifully and wisely fed is more likely to be at peace, both at home and abroad.

Professor Henry C. Sherman of Columbia University, international authority on nutrition, says:

"There is no limit, at present in sight or predictable, to the extent to which, by taking thought and using the guidance which science now offers, one may build to higher levels of positive health, of efficient service, and of resultant satisfactions in life."

HOME INDUSTRIES FOR BEAUTY AND INCOME

By Mrs. J. L. Morris, Rural Homemaker,
Lamesa, Tex., and President,
Texas Home Demonstration Association

Rural women of the United States have realized during the past few years, more definitely than ever before, that the farm home is the center of their family's cultural, social, and economic life. They are taking an increasingly prominent part in the fight to remedy the economic ills that affect agriculture, but at the same time they have intensified their efforts to do the best they can with the materials at hand.

These women are keenly interested in developing the resources that may enable them to improve and beautify their farm homes. From the results of their own handicrafts they have discovered new sources of income. By using the skill of their hands, farm women are getting not only a more abundant living, but a greater satisfaction from farming as a mode of life. A decided improvement in farm living is the result.

Perhaps the chief concern of farm women is that their families have a more varied and abundant food supply. They seek to make their farm a self-supporting one through the production of food and feed for home use. This is no self-sufficiency theory, for such a contribution to the farm living releases sorely needed cash for other purposes. It is merely producing at home what others buy with a part of their income. It has

been shown that around \$600 a year is needed to buy a satisfactory diet for a family of five, and that of this, \$547 worth can be produced on the average farm.

- To insure this supply of home-grown food, we have developed a new (Slide "garden philosophy" in Texas. We call it the regular-field-frame. The
- 1) regular garden is supplemented with field and frame gardens. These frame gardens . . . developed only a few years ago . . . overcome seasonable and sectional handicaps. There are over 5,000 of them in Texas this spring. In 1938, the home demonstration women and 4-H Club girl demonstrators, under the direction of county home demonstration agents and the Extension Service of the Texas Agricultural and Mechanical College, planted 103,567,773 (Slide
 - 2) row feet of vegetables... almost enough to encircle the earth if planted in a single row. The vegetables produced in these demonstration gardens, if bought at retail prices of an average of 5 cents per pound, would have cost \$5,150,000.

- (Slide The same group of women canned, preserved 13,226,670 pints of fruit,
- 3) vegetables and meats, while 8,433,890 pounds of fresh, cured, or dried vegetables, fruits, meats, and nuts were stored on pantry shelves. The total value of these products was \$2,536,341.

- (Slide Interest in poultry, not only as a source of food but as a source
- 4) of income, is increasing. A farm woman in Rankin county, Miss., has a flock of 373 hens which laid 172 eggs per hen, or 64,144 eggs during the year. She sold 5,294 dozen eggs at an average price of 24 cents a dozen, or \$1,352. Her income above feed costs was \$780.

In the south, farm women have learned to make fluffy mattresses from home-grown cotton . . . mostly for home use, but sometimes for profit. One woman demonstrated mattress-making at her county fair, and as a result not only received many individual orders, but a contract to furnish the county jail with mattresses.

- (Slide The making of hooked rugs is another handicraft that not only con-
- 5) tributes beauty and comfort to the home, but is often a lucrative venture. A number of women in a few mountainous counties of Tennessee sold \$15,000 worth of hooked rugs in 1 year. Other popular home work is the making of candlewick spreads and feather comforts.

Home tanning of leather is coming back in the South. In Texas last year, Negro demonstrators tanned 589 hides for leather and 315 for rugs and furs. Among their products were 196 sets of fine harness valued at \$7,360.

- (Slide The enterprises mentioned are bringing about improvements in market-
- 6) ing methods. The selling of farm products through club markets and other forms of direct marketing not only brings the consumer fresh foods of high quality, but makes a material contribution to the family living. Farm women in 36 North Carolina counties sold in 1 year products amounting to \$324,918 on farm home markets. In Virginia women are encouraged to keep their handicraft products to make the home more attractive. Of the 21,857 articles they made in a 12-month period, 16,675 were kept for home use.

And so....as the influence of handicrafts for beauty and income spreads, increasingly large numbers of farm women will add to the comforts of home, shape its environment into lines of beauty, and increase its attractiveness until it becomes in truth and in deed the shrine of the American people.

COMFORT IN THE HOME

By Mrs. Virgil Shilling, Rural Homemaker,
Cortland, Ohio

Advancement and comfort are the twin offspring of civilization. One of the usual earmarks of modern times is change, and adapting itself to changed conditions as revealed by advancing civilization, has always been a problem of major importance to each succeeding generation since the beginning of history.

To help meet and satisfactorily solve some of the problems which constantly confront the rural homemaker, we have the home demonstration division of the agricultural Extension Service. The home demonstration agent with the aid of local leaders extends this service to local community groups. One of the principal aims of this service is to keep abreast with modern development as it relates to rural homes and to organize these facts in a usable form so that it can be taught in local communities through demonstrations and projects. These projects are based on real problems and are designed to meet the needs of the majority of families in the community. It has been a pleasing experience to me to participate in various projects and to note that always the stress has been placed on how to make the most out of the material available rather than the need for excessive and expensive replacements, indicating that family incomes need not be the sole index of attractive and comfortable homes.

Family or home economics of course is one of the most important problems to be worked out by rural homemakers if they wish to realize the maximum amount of satisfaction and comfort which their income would warrant. This has been a growing part of the home demonstration program. Our work in farm household account keeping has shown that any beginning of successful family economics must have as a nucleus some workable system of home finance, a matter with which all the members of the family should be acquainted. This system, if it is to give the greatest degree of satisfaction, must include a certain amount of record keeping, but every effort should be made to prevent this from becoming a meaningless matter of bookkeeping. It should be a record which has to do with the use of money in helping give the family a basis for deciding how the income will be used.

- (Slide 1) Problems can be clarified through a family discussion about apparent needs. This knowledge increases the appreciation of all members of the family as to the value of money and its equitable division. The children if they are a part of the discussion group, are receiving a very practical part of their education.

One of the pleasant surprises resulting from the keeping of farm home accounts has been the learning of the value of the farm products used in the home, thus freeing that much of the farm income for the purchase of other desirable things.

One woman of my acquaintance in Trumbull County, who has 8 children at home, says that in January her account book showed that they spent only \$6.17 for food; all the rest of it came from the farm. The average of cash spent for food is about \$10 per month for this family of 10.

Nine hundred twenty-two farm families in Ohio kept farm accounts last year, all of which shows that rural homemakers are concerned with maintaining their homes on a sound economic basis. I myself have kept household accounts for 10 years.

(Slide

- 2) Our home-management program deals not only with the use of money resources but also nonmoney. Efficient use of time, energy, and skills as well as dollars is stressed. To make it easier for the family to work out the business side of homemaking, an effort has been made to have families install a business center, filing scheme, or other method of taking care of memoranda. Some Ohio families have converted old washstands into kitchen desks. A bulletin board has been installed in some homes. Not only cost records but time records have been kept by women doing pieces of work in home management and home furnishings.

(Slide

- 3) That training is needed in improving the physical aspect of the home is often noticeable as we visit about. It is interesting to note that many of the most pleasant homes are not made so by the use of new or expensive furnishings so much as by the choice and arrangement of individual pieces within the room unit.

Intensive training courses and demonstrations have been given rural women by the home demonstration agents, in which such things as recaning, rush seating of chairs, reupholstering and making of slip covers, refinishing of furniture, and the hooking and crocheting of small rugs. At these meetings as well as at meetings covering other phases of home equipment, training was given on the every-day care of home furnishings, and stress was laid upon the earmarks of a good quality of equipment, and how to recognize them when shopping for new material. For example, we have been taught how to buy sheets; to find out about thread count and tensile strength, hems and selvages, and whether the sheets have been torn or cut, and also whether there has been any dressing used in making them; or when purchasing furniture to observe the webbing, spring arrangement, joints, finish, and upholstery. When buying new rugs we have been taught to observe the pattern, color, fabric, and size. Buymanship has been stressed also in projects on home-made soap and other cleaning agents. Keeping equipment clean and in good order is another economy taught. Oil-stove clinics have been held in many communities, and many old oil stoves have been rehabilitated. Suggestions on room arrangement and various accessories that would complement certain arrangements and make the room beautiful as well as comfortable, have made

possible the creation of rural homes whose physical aspects are in good taste and whose utility is such as would be required or desired by our families. Much has been learned about what is worth keeping and what should be thrown away. Aesthetic values are developed. Children are considered in the selection and use of furnishings and equipment, and the social value is important. Children like to bring their friends to an attractive home. One of the projects of the girls' 4-H Clubs is to arrange and care for one room, usually her own; thus the beginning of home management is being taught to our youth.

- (Slide 4) Arrangements of equipment to make the kitchen an efficient workroom so that too much time and effort need not be spent, is an important project. This does not always mean spending money, just making better use of what we have and employing family skill in making conveniences.

In one year in my county (Trumbull) a summary of reports assembled by 116 homemakers who acted as leaders showed that 1,249 different individuals attended home demonstration meetings which dealt with ways and means of arranging furnishings within the home, while 1,024 different homemakers studied about repairing and caring for furniture as well as suggestions to guide them when buying new.

- (Slide 5) One of the most recent boons that has come to rural home life is the electrification of rural areas. In 1938 between 20 and 25 thousand families in rural Ohio were given access to electrical lines. By January 1, 1939, between 45 and 50 percent of all the farm families in Ohio were receiving the benefits of electricity. This introduction of electricity into the rural home has removed one of the remaining shadows of rural home life by making possible the removal of many of the inconveniences formerly closely allied with rural homes and has had its effect on health as well as comfort and convenience. Electricity has made possible or practicable the installation of water systems with their many labor-saving devices. It has removed the drudgery from washdays and ironing days, it has made possible modern cooking equipment and brought in refrigeration units, and perhaps best of all it has given the rural home a safe, healthful, and convenient lighting system. Certain of our home demonstration projects have dealt entirely with the purchase, care, and repair of electrical appliances. Initial and operating costs have both been considered.

- (Slide 6) Every day electricity problems and home lighting are some projects now being carried on in Ohio. Today the use of such terms as volts and fuses are nearly as common as were brooms and mops of a few generations ago.

As a result of the comparatively recent extension of available conveniences and opportunities for rural families, rural homes in America occupy an enviable place in the realm of real home comfort of today.

CLOTHING THE RURAL FAMILY

By Mrs. Roscoe Johnson, Rural Homemaker,
Barre, Mass.

- (Slide 1) The social life of the rural and village community occupies a most important place in the life of our Nation. Church, school, or club gatherings require suitable clothes. In the city, ready cash and easily accessible shops afford a quick and effective means of supplying clothing wants. In the rural districts, it is often quite difficult.

Recognizing this - and other problems - the Extension clothing program was inaugurated. Today the half million women - whom I represent - will vouch for its proven worth, not only for its economic value, but for the contribution it has made to a better life for rural America.

I vividly recall my first introduction to the clothing program - 19 years ago. I married and became a farmer's wife - a farmer's wife - by preference! And I have enjoyed it!

But my clothing budget was very much reduced. And I found I was 72 miles from my favorite clothing shops. Previously these shops were a 5 cent fare from home. My train fare costs \$5.40 in cash and 6 hour's time. These items were not to be indulged in often. Clothing began to be a problem.

When my husband asked me if I could sew, I said "yes" - thinking of the lovely wild roses I had embroidered on a round piece of linen, and the marvelous underwear I made in the seventh grade - years ago. A year to make these! At that rate, how could I make dresses before they went out of vogue? I needed help!

There was a group of women making dress forms in our town. I joined it. Many of you will appreciate this when I say that I stood for hours with in-drawn breath while they wound yards and yards of gummed tape around me - and - of course - to be truly Extension - I had to wind my neighbor up. Eventually in Barre there were 109 dress forms. So, I became a clothing leader.

I should like to say that this leadership - this spirit of sharing which is a part of the Extension program - has been, for the rural woman, one of its greatest benefits. You and I who are leaders know this is true. Busy as we are, 70,000 of us last year, represented by these two leaders, have found time to teach what we have learned in clothing programs, to help out our neighbors, the half million of whom I spoke a moment ago.

This was my introduction to extension work. New friends were made. We learned to know, like, and work with people, as we held these meetings in our towns, our country, our State. Homemakers exchanging ideas with an ever-widening interest.

Later the dress-form group learned to bind buttonholes, make pipings and other finishes, all in anticipation of making a dress that would look as smart as possible.

In the years that followed, there were classes in making and re-making all sorts of garments for ourselves and families, - classes in Balancing the Wardrobe - the Clothing Budget. Everything learned was shared with others. Extension Service in its finest form!

Figures seldom mean a thing to me. But when we can prove by figures that in Extension clothing classes we have saved nearly \$2,000,000 in one year, figures must mean something. \$2,000,000 in one year? How do we do it?

- (Slide 2) We take an old coat like this. Rip it, clean it, dye it! And make this little coat. Attractive, serviceable, a bright color easily spotted on a busy highway. This costs 30 cents. In learning how to make coats, we learned how to buy coats more shrewdly - to press and repair coats. We also discovered how important choosing the right weight and style is for the best development of our children.

To some, making clothes for the family seems to mean merely saving money. To me it is all that and more! Money saved on clothing means more books, music lessons, just now flower seeds, as well as necessities.

But there are other satisfactions.

Clothes, just clothes as such, are not enough! You and I are not clothes models. We simply want to look our best as homemakers. And, to look our best we have learned that good health, good posture, good grooming, and time for relaxation are very necessary. We no longer consider this vanity. It is part of our effectiveness as women.

Extension classes have helped us recapture some of the submerged art and technique of getting our money's worth in clothing. We have learned to understand some of the problems of our merchants, as well as our own problems.

- (Slide 4.- Shop-ping Tour) It was February! Ten degrees below zero! But 26 of us met at the doors of a large Springfield department store for a study tour. As a group, we went into the store and discussed with the buyers and our Extension clothing specialist, the information we needed in buying new wool, all wool, silk, and rayon. What such terms as spot-proof, pre-shrunk, high fashion, and style mean. Why an 8-year-old coat fits 4-year-old Johnny, and the flattery of finding that a size 14 fits me.

After our questions, the buyer turned to us and said, "Well, ladies, I congratulate you. You are well-informed, and I have learned a few things myself." With the irresistible extension spirit, we asked him if he would like our bulletins. He wanted them.

We do our shopping now with more intelligence and with more satisfaction. Each member of the family is now likely to have its fair share in the farm's irregular income.

Finally, I want you to know that important as the clothing program has been in economic and personal satisfactions, it has given something of greater value to our family for which, as a mother, I am deeply grateful.

Clothes now present no problems in my family. My daughters have learned to meet their own clothing needs. They are enthusiastic members of the junior Extension clubs. I was proud on Mothers' Day when my 11-year-old, Hope, surprised me with a dress which she had made for me, even matching the color scheme of my kitchen.

There is a feeling of financial contentment in our family on what might seem to many a very small clothing budget. My husband is proud of our family's efforts.

(Slide 5) As a mother representing the one-half million rural women in the Extension clothing program, I wish that my family might be here today and share my pleasure in meeting you. They would have shown more dramatically some of these values which I have tried to express. Since this is not possible, my daughter, Elaine, is here wearing a party gown designed and made by her.

Let us remember that you and I, as rural homemakers, have the great duty, and happiness, of presenting our best to the world. In this we are partners in that grand adventure of belonging to rural America.

